

## CORPORATE SOCIAL RESPONSIBILITY AND ECOLOGICAL ISSUES

**DR. SULTAN SINGH JASWAL**

ASSOCIATE PROFESSOR OF COMMERCE  
GOVT. COLLEGE DHALIARA, KANGRA (H.P.).

---

### ABSTRACT

CSR and environmental management are becoming key issues for a wide range of businesses and organizations, both nationally and internationally, as they seek to resolve longstanding operational and competitive challenges using socially and environmentally friendly technologies and processes. The context of the programme is international, reflecting the increasing trend towards the globalization of business organization and the transnational nature of environmental problems faced by the corporate sector and regulators and policy-makers. In an age in which environmental and social issues are top of mind for many consumers, businesses can no longer exist in a bubble. Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large. The greatest challenge facing business is going to relate to the environment ... and the need to develop climate change strategies. The emphasis in the future is centered on climate change and the need to develop climate change strategies and reduce carbon emissions. Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line- Approach"), . In the past, businesses primarily concerned themselves with the economic results of their decisions. "Today, however, businesses must also reflect on the legal, ethical, ecological, moral and social consequences of their decisions". This paper will discuss the "concept of corporate social responsibility and **ecological** issues". In modern era primary focus of corporate social responsibility is the environment.

**KEY WORDS:** Corporate Social Responsibility, (CSR) Triple-Bottom-Line- Approach, Ecological Issues, Stakeholders.

---

### REFERENCES

- [1] CSR Report Card: Where Companies Stand - Forbes India Magazine dated 18.3.2013
- [2] Rajya Sabha Unstarred Question No. 2986 dated 22.4.2013
- [3] Crespin, R., & Boudrie, E. (2011). Corporate Responsibility Best Practices [PowerPoint slides].
- [4] Julia Bonner & Adam Friedman, corporate social responsibility: who's responsible? Finding an organisational home for an increasingly critical function

- [5] Lok Sabha Starred Question No. 153 dated 7.3.2013
- [6] Management Journal website: <http://www.goizueta.emory.edu/upload/155/rad5B4ED.pdf>
- [7] [www. Moneycontrol.com](http://www.Moneycontrol.com)
- [8] Roberts, P., & Dowling, G. (2002, September 19). Corporate Reputation and Sustained Superior Financial Performance (Rep.). Retrieved February 15, 2012, from Strategic ,<http://www.croassociation.org/>
- [9] The Challenges of Social Corporate Social Responsibility: Facts for You, May 2013, pp. 38-39
- [10] Forbes India magazine issue of 22 March, 2013.
- [11] "The Flag Off of CSR Rules: India Inc.'s To-Do List for Compliance to Section-135". *Forbes*. 4 March 2014. Retrieved 7 March 2014.
- [12]. Retrieved from [www.enwikipedia.org/wiki/corporate social responsibility](http://www.enwikipedia.org/wiki/corporate_social_responsibility).